

Nancy Lama

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A creative journalism graduate with a passion for fashion, beauty, and media, I have hands-on experience in editorial and digital content creation. Skilled in newsroom reporting, blog writing, and social media management, I craft engaging content tailored to specific audiences. At Kingston University's The River newspaper, I honed my communication and teamwork skills in a fast-paced environment. Specialising in fashion journalism, I launched an Instagram page focused on early 2000s fashion trends, featured in my portfolio. Eager to expand my expertise, I am excited to contribute to the dynamic fashion and beauty industries

EDUCATION

- **Kingston University** September 2020 - July 2023
Journalism BA (Hons)

SKILLS

- Proficient in Microsoft Office Suites (Word, Powerpoint, Excel, Outlook)
- Proficient in Google Workspace (Gmail, Docs, Drive, etc)
- Skilled in Adobe software (Photoshop and InDesign).
- Confident in multimedia content creation (social media posts, online articles, podcasts, and video editing).
- Experienced with platforms such as WordPress, Canva, LTK, MailChimp, Substack, Datawrapper, and Pablo.
- Skilled in social media management.
- Collecting and analyzing analytics from various platforms, including Meta Business Suite, WordPress, Pinterest, Substack, and more
- Photography skills.
- Moderate proficiency in understanding and speaking Nepalese.

EXPERIENCE

Douceur - Junior Content Creator March 2024 - Present

- Oversee content creation for Douceur, designing graphics (collages, layouts, GIFs) for weekly features like Douceur Loves, Gift Guides, and Most Wanted.
- Manage [Pinterest](#) and [LTK](#) accounts, updating content with affiliate links, hashtags, and product alternatives to drive engagement and sales.
- Manage Vinted account, including uploading items, packing and posting orders, tracking shipments, and interacting with buyers.
- Design and upload content for the Douceur website, handling layout, pricing, and affiliate links (e.g., 'Come Shopping With Us' posts).
- Maintain consistent, on-brand social media updates (Facebook, Pinterest), including LTK partnerships.
- Track performance analytics and contribute to monthly reports to refine content strategy.
- Assist in writing and editing the Douceur Diaries newsletter, transitioning from MailChimp to Substack.
- Create mood boards for collaborations.
- Coordinate with brands on shoots, returns, and product loans, ensuring seamless logistics.
- Strengthen brand relationships by sending thank-you emails post-collaborations.
- Provide general support, including retail assistance, shoot coordination, wardrobe management, and office tasks.

The River - print/online/Reporter/Picture Editor September 2022 - March 2023

- Wrote articles for The River newspaper, website, and social media platforms.
- Managed photo editing and selection on press nights, ensuring images were properly edited, formatted, captioned, and credited before publication.
- Contributed to the paper's layout team by designing and finalizing pages.
- Participated in and provided input at weekly news conferences.
- Collaborated with a team of 24, supporting colleagues with layout, design, and proofreading tasks.
- Worked effectively under strict deadlines to ensure smooth production and high-quality output.

SquareMeal - Wedding Journalist Intern May 2022 - June 2022

- Contributed articles to the wedding section.
- Wrote detailed descriptions of wedding venues.
- Updated venue listings with new photos.
- Managed the wedding dress selection by adding the latest styles, including descriptions, pricing, and purchase links.
- Collaborated closely with the editorial team.